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DECEMBER 3, 1949

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THIS WEEK •

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ON THE COVER

Nancy Wright, our cover girl of the week, can be seen on a number of WGN-TV telecasts. One of Chicago's most attractive and vivacious vocalists, Nancy is the Pin Up Queen of a half-dozen local fraternities who requested this picture.

TV FORECAST

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December 3, 1949

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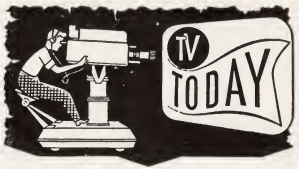

NEW YORK—

Lovely Harriet Talbot, 18-year-old Toastette on the Ed Sullivan show is now dancing in the New York City Ballet, on leave of absence . . . Digger O'Dell, the friendly undertaker on "Life of Riley," actually worked for an undertaker in Manhattan back in the '30s to augment his meager stage earnings . . . Lynda Ann, daughter of Godfrey's announcer, Tony Marvin, stumped Arthur when she said, "I have a modicum of vociferation, and being here agitates my risibilities and affords me a pleasurable experience" . . . When Big Red asked what it meant, Lynda replied, "I don't know. Daddy told me to say it."

CHICAGO—

Tickets to "Super Circus" on ABC-TV here rate roughly equivalent to South Pacific ducats among the lemonaders. Line in front of studio forms early Sunday afternoons, and is a block long (900 capacity) before it's taken inside . . . Joe Lockwood, assistant to Burr Tillstrom (Kukla, Ollie mentor) is an ardent cyclist, having pedalled over most of U.S. and Europe. His next trip, he claims, will be Asia . . . Farmers on the outskirts of Chicago are complaining the TV Treasure Hunt is taking a heavy toll on wagon wheels . . . More "Over 50 Club" certificates are being printed to meet the heavy demand from long-distance TV fans.

HOLLYWOOD—

California TV executives are discussing the possibilities of a Mexican—U.S. network with Emilio Azarraga, Mexican radio-movie wheel . . . Comedian Jack Marshall finishing up films for TV soon to be released . . . Hottest show in Hollywood is "I'll Buy That," emceed by Hal Sawyer . . . Eagle-Lion will release "The Golden Gloves Story" with TV and radio actress Kay Westfall, a Chicagoan, in a starring role.

—KID HOGAN

Everybody's readin' * TV Forecast

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Take advantage of Our Reduced Christmas Rates

WENR-TV cameramen recorded this one-in-a-million shot at the Roller Derby, telecast on channel 7. This week ABC-TViewers will again sit in on America's roughest sport on wheels.

It'th Contagith

"I think I Lithp," thays Ed Wynn on his thBS televithon thow on WBKB, thannel 4. "I jutht notithed that." Wynn'th lithpining thtyle ith contagiouth. The Perfect Fool (who can be theen this Thursday on thBS-TV) needed only a few dayth of thtory conferenth with hith writerth before they were doing it, too. "Now I'm thelfcontheth," Wynn thays.

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LETTERS to the Editor

Sir:

I cannot understand why a high-calibre publication such as *Television Forecast* should have a columnist like Chub McCarthy. That guy is just smart aleck with no sense of humor . . . I do not know what Mr. McCarthy looks like, but imagine him to be a sourpuss. Anyone who criticizes so readily, without consideration for anyone else's opinion, surely must be . . . His column should be titled "One Man's Opinion," and then everything he says would be o.k.

Chicago, Ill. **MRS. WENDELL NORLING**

Sir:

If they continue to put cheap Soap Operas on television, people will get in the habit of turning to other stations. This sob story stuff might interest people who listen daily to the adventures of Ma Perkins, Life Can Be Beautiful, etc., and others equally old maidish and excruciating. I am a teen ager, and enjoy plays very much.

Williams Bay, Wis. **TIKI MORGAN**

Sir:

How about moving these home-making hours up to the morning or early afternoon when we are not busy making suppers?

Chicago, Ill. **MRS. P. TREMBLAY**

Sir:

The best programs always have and always will come from Chicago. The only time a New Yorker laughs is when someone shows his back and does a wig-wag.

Lemont, Ill. **B. E. MULLEN**

Sir:

Let's see more clean wrestlers . . .

Elgin, Ill. **HENRY FRANK**

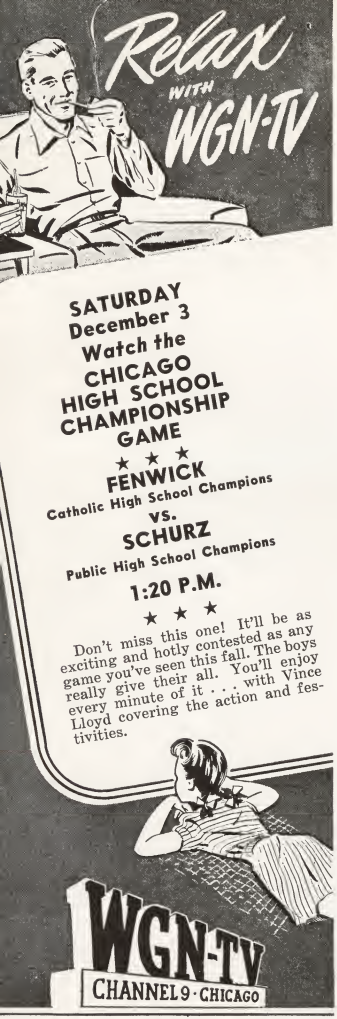
Sir:

Will they telecast Abbott and Costello and the Marx Brother films?

Chicago, Ill. **JAMES McCARTHY**

Ed. Note: Yes, when the Hollywood brass release them.

TV Forecast Now on Sale At Leading Newsstands



Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:45	4	MULTISCOPE NEWS.	
10:00	4	MOVIES FOR THE KIDS, the first episode of: "Don Winslow of the Coast Guard"—"Ace Drummond"—"Lost City."	
1:05	9	CHICAGOLAND NEWSREEL.	
1:20	9	HIGH SCHOOL FOOTBALL. City championship, Fenwick vs. Schurz, from Soldiers' Field.	
5:00	4	RHUMBA TIME, musical.	
5:30	4	RED BARBER'S CLUB HOUSE. Interviews with sports personalities.	
	7	SAGEBRUSH THEATER. You can almost smell the gun fire and burning leather.	
5:45	4	LUCKY PUP REVIEW. Whimsical portions of the week's programs.	
	9	FEATURE FILM, "Devil Bat."	
6:15	4	TIME FOR BEANIE and his adventures with his sea serpent.	
6:30	4	IN THE FIRST PERSON. Quincy Howe interviews.	
	5	THE NATURE OF THINGS. Dr. Roy K. Marshall discusses "The Atomic Bomb."	
	7	THE LONE RANGER. The adventures of your favorite western hero.	
6:45	4	BLUES BY BARGY. Piano and vocal selections by Jeanne Hargy.	
	5	LEON PEARSON and the news.	
6:55	4	HERB SHRINER SHOW. The hoosier of radio now on television.	
7:00	4	TRAVEL TIME, films.	
	5	TWENTY QUESTIONS, "Animal, vegetable or mineral or ?" Bill Slater m.c., with Wendy Barrie, guest.	
	7	PAUL WHITEMAN TV TEEN CLUB. Amateur talent at its best led by Margo Whiteman.	
	9	SPIN THE PICTURE, with Kathie Morris and Carl Caruso.	
7:15	4	SHIP'S REPORTER, news.	
7:30	4	FILM SHORTS.	
	5	SESSIONS with the Art Van Damme quintet and Betty Chaple.	
7:45	5	STUD'S PLACE with Stud Terkel and Carolyn Gilbert.	
8:00	4	ARMCHAIR DETECTIVE. H. Allen Smith, narrator, gives the clues in solving these mystery dramas.	
	5	WHO SAID THAT? Robert Trout asks J. Cameron Swayze and guests, Jim Farley, George Allen and Grace Tully.	
	7	DR. FIXUM—Art Youngquist—with helpful household hints to make living more pleasant.	
	9	CAVALCADE OF STARS. Variety show with Jack Carter m.c.	
8:30	4	FRONTIER THEATER, western film.	
	5	MEET THE PRESS. Newspaper men discuss current topics. Guest: Gen. J. Lawton Collins, Army Chf. Staff.	
	7	CAMERAMAN AT LARGE, films.	
9:00	5	THE BLACK ROBE, police night court.	
	7	INDOOR POLO.	
	9	WRESTLING from Marigold. Ivan Rasputin vs. Chief Eagle.	
9:30	4	PIX OF THE NEWS.	
11:00	9	TV FORECAST.	

(Stations reserve the right to change above listings without notice)

NBChuckles

—By GALLIGAN

And That's How Howdy Was Born

A visit this week to the peanut gallery of the Howdy Doody Show (WNBQ, channel 5) revealed the history of the knee-high puppet and his alter ego, Bob Smith.

In the early 1940's, when Smith was a disc jockey in Buffalo, N.Y., he decided to add a little more fun to the broadcasts by introducing an oafish voice (his own on a higher register) and he called the character Elmer.

Seven years later, after he moved to New York, he was assigned to emcee, a Saturday morning children's program, "Triple B Ranch," and for the added amusement of the children Bob revived friend Elmer. Because Elmer always addressed the kids with "Howdy doody, kids," the children soon were calling Elmer "Howdy Doody."

And that's how Howdy was born.

And very soon, too, the kids were demanding to see Howdy Doody, so the idea for the TV show was a natural result, with the program making its debut in December 1947. Now the telecast is seen over 25 video stations, and the cast recently celebrated its 400th performance.

Xmas Gift Idea—Page 4

TV Forecast for December 4, 1949

Sunday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
12:30	7	AMATEUR HOUR.		
1:30	7	THE LONE RANGER. Sat. repeat.		
2:00	4	MULTISCOPE NEWS.		
	7	HOPALONG CASSIDY.		
2:15	4	AUBURN PARK CONTEST.		
2:30	4	MULTISCOPE NEWS.		
3:10	7	KIERAN'S KALEIDOSCOPE and film shorts following.		
3:30	5	AMERICAN FORUM of the air, "Are We Sneaking Into Socialism?"		
4:00	5	ARMED FORCES HOUR, "Music in the Air"—Armed Forces Band.		
	7	SUPERCIRCUS. Leo Gasco, Walter Gennier, Parker Bros., and the Two Atillas sharpshooters.		
4:30	5	SERIALS: "Lightin' Warrior" and "Uncle George."		
5.00	5	HOPALONG CASSIDY, another exciting adventure with your hero.		
	7	SINGING LADY with Ireene Wicker.		
	9	FILM VARIETIES.		
5:30	4	MR. I. MAGINATION. Fairy tales.		
	7	ACTION AUTOGRAPHS. Guest: Coleman Clark, table tennis star.		
	9	SPELL WITH ISBELL.		
5:45	7	DR. FIXUM and household tips.		
6:00	4	WEEKLY NEWS ALBUM.		
	5	LINCOLN PARK ZOO.		
	7	WHITEMAN MUSICAL REVUE, variety show.		
	9	FRONT ROW CENTER, variety.		
6:10	4	FILM.		
6:15	4	TRAVEL TIME, films.		
6:30	4	THIS IS SHOW BUSINESS. Discussion and variety show. Guest: Gypsy Rose Lee.		
	5	ALDRICH FAMILY, domestic comedy.		
	7	HOLLYWOOD HOUSE with Dick Weston and Jim Backus.		
7:00	4	TOAST OF THE TOWN. Ed Sullivan, Sara Vaughn, Salizi Puppets, John Ladder.		
	5	SUPPER CLUB with Perry Como. Guest: Jerry Colona.		
	7	THINK FAST, quiz show.		
	9	MYSTERY PLAYERS, "Murder in Wax."		
7:30	5	COLGATE THEATER. "Company for Dinner," entertaining the boss and his wife.		
	7	LITLLE REVUE, musical variety.		
	9	NEWSREEL REVIEW.		
8:00	4	FRED WARING SHOW, musical.		
	5	PHILCO PLAYHOUSE. "Mist on the Water," with Horan Thatcher.		
	7	YOUR WITNESS.		
	9	CROSS QUESTION, fictional trial.		
8:30	7	MYSTERIES OF CHINATOWN.		
9:00	4	BURTON HOLMES, travelogue, "Palm Springs."		
	5	GARROWAY AT LARGE, musical.		
	7	CELEBRITY TIME, quiz show. Guest Sir Cedric Hardwicke and Vera Zorina.		
	9	STARS OF TOMORROW, amateur.		
9:15	4	PIX OF THE NEWS.		
9:30	4	HANK McCUNE SHOW, variety.		
	7	YOUNG PEOPLE'S CHURCH.		
	9	COURTESY THEATER presents "Hitler Dead or Alive" with Ward Bond and Dorothy Tree.		
10:00	4	FEATURE FILM. "Million Dollar Baby," with Jim Fay, Arlene Judge.		
	7	WENR-TV PLAYHOUSE, films. "No Funny Business," with Gertrude Lawrence and Laurence Oliver.		
11:00	9	TV FORECAST.		

(Stations reserve the right to change above listings without notice)

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Working for Godfrey Can be a Strain

Someone like Tony Marvin never knows what the next twist or turn will be, working for Godfrey on the Wednesday night WBKB television show.

Since there is no rehearsal, Marvin never knows when Arthur will call on him to give a long-winded dissertation or definition, consequently he has become a voracious reader, finder and keeper of facts. He hasn't been stumped many times.

A handsome six footer, Marvin has brown eyes and hair. He even took movie screen tests for a role in "Carmen" and another studio had an option on his services for the lead role in a film biography of the late Rudolph Valentino.

Marvin lives in New York. He married a non-profession gal. She was a Cornell graduate and a swimming instructor at the same summer camp where Marvin was dramatic counselor. They have one daughter, Lynda Ann.

PAYING off daughter (Margaret Kerry) is a frequent occurrence even in the "Ruggles" family, ABComedy now on WENR-TV, channel 7. This week you'll again see Charley, screen favorite, in a new video episode.

This evening as you relax and enjoy yourself, may we suggest your favorite drink, made with smooth, mellow King Whisky? We think you'll like it very much, for King lives up to its famous maker's 79-year-old family tradition for fine Kentucky whisky. King's Friendly Flavor is the result of its 40% straight whiskies*—blended with the finest grain neutral spirits. Order from your favorite liquor store now.

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Monday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	YOUR SECOND CUP (of coffee).		
10:00	4	UNITED NATIONS' REPORT.		
2:00	4	UNITED NATIONS' REPORT.		
2:45	5	NEWS TELECAST.		
3:00	4	THE HOMEMAKERS' EXCHANGE.		
3:30	4	TV ALBUM.		
3:40	9	FLORENCE B. ELLIS, reviewer.		
3:45	5	HI LADIES! Games and fun.		
4:00	4	MULTISCOPE NEWS.		
	9	WOMEN'S MAGAZINE of the air.		
4:15	5	JUDY SPLINTERS, S. Dinsdale.		
4:30	5	HOWDY DOODY SHOW, Bob Smith.		
	9	Test Pattern.		
4:45	4	TV BILLBOARD.		
5:00	5	CACTUS JIM, western film.		
	9	SMALL FRY CLUB, Bob Emery.		
5:15	4	COMIC CAPERS with Boo the bunny.		
5:30	4	LUCKY PUP, Doris Brown, m.c.		
	9	TRAIL BLAZERS' THEATER, "Arizona Stage Coach."		
5:45	4	WRANGLER'S CLUB.		
6:00	4	ROAR OF THE RAILS, films.		
	5	KUKLA, FRAN, AND OLLIE.		
6:15	4	CLARK'S CORNER, musical.		
6:30	4	CBS TELEVISION NEWS.		
	5	SHOWROOM with Morton Downey.		
	7	SERIAL, "Miracle Rider."		
	9	CATALOG QUIZ, Eddie Hubbard.		
6:45	4	WINDOW SHOPPING, John Dunham.		
	5	NEWS CARAVAN.		
	7	UNCLE MISTLETOE, Aunt Judy.		
	9	CHICAGOLAND NEWSREEL.		
6:55	4	HERB SHRINER SHOW.		
7:00	4	SILVER THEATER, "Star Over Bridgeport," with Richard Hart.		
	5	TELE-THEATER. "At Night All Cats Are Grey," with Basil Rathbone.		
	7	PARADE. TV's original juvenile talent show (see page 22).		
	9	FILM VARIETIES.		
7:15	9	KORNEY KLOWNS, musical mayhem.		
7:30	4	TALENT SCOUTS, Arthur Godfrey.		
	5	VOICE OF FIRESTONE. Eleanor Steber will be guest soprano.		
	7	KAY MORROW, fashion review.		
	9	THE AL MORGAN SHOW, musical.		
7:45	7	FILMS.		
8:00	4	CANDID CAMERA with Allan Funt.		
	5	LIGHTS OUT, "Something in the Wind" by Fred Coe.		
	7	MAJORITY RULES, quiz show.		
	9	THE WORLD IS YOURS, travel film.		
8:15	9	VIEWPOINTS. Spencer Allen m.c.		
8:30	4	THE GOLDBERGS.		
	5	BAND OF AMERICA, Paul Lavalle.		
	7	FEATURE FILM. "Adventures of Martin Eden," with Glen Ford.		
	9	BOXING, professional bouts.		
9:00	4	STUDIO ONE, drama. Henry IV, by Pirendello with R. Purdy and B. Kroeger.		
	5	QUIZ KIDS. Joe Kelly quizmaster.		
9:30	5	To be announced.		
9:45	7	FLANA-GRAMS, sports news.		
10:00	4	ERNIE SIMON, the curbstone cutup.		
	5	THE WEATHERMAN, Clint Youle.		
10:10	5	CLIFTON UTLEY and the news.		
10:15	4	WRESTLING FROM HOLLYWOOD.		
10:30	5	RESERVED FOR GARROWAY.		
10:35	5	BUT NOT FORGOTTEN.		
10:45	9	CHICAGOLAND NEWSREEL.		
10:50	5	LET'S LOOK AT SPORTS.		
11:00	4	PIX OF THE NEWS.		
	9	TV FORECAST.		

(Stations reserve the right to change above listings without notice)

By BOB LEE

One of *Decca's* most popular recording artists, talented *Gordon Jenkins*, passed through town the other day and stopped in to say hello. Messrs. Garroway and Haskell (he of the chocolaty-smooth baritone), and Yours Truly wished the best of luck to this guy. He's been a shining light in American musical mediocrity. Try his *California,* or *Manhattan Towers* next time you need a lift.

Watching *RCA Victor* for new disks by TV stars is always exciting. Along with forthcoming plans of the Metropolitan Opera this winter comes several new plums. *Eileen Farrell* with *Set Svanholn* does a scene from Siegfried, and it is Wagner interpreted well nigh perfectly. Album no. is DM 1319.

Also heard *Leonard Warren* on the *Voice of Firestone* the other eve, and enjoyed one of the world's finest operatic voices. It makes one think of the Golden Days of Opera, and he can be compared to Ruffo, or Stracciari, olden day greats. If this is in your class, get some of *Leonard Warren's* Red Seal opera singles, *Largo Al Factotum* and *Chanson Du Toreador.*

Ever hear *Karen Ford?* A pretty gal with a voice to match, she's made a Christmas record on the *Rondo* label with the very popular organist, *Ken Griffin,* Try *Our Christmas Waltz* with Karen and *Bill Snary* or *You're Too Dangerous, Cherie,* with vocal solo by Miss Ford.

PS: Want to latch on to the next hit on wax? Get *Tony Martin's* disking of *There's No Tomorrow.* It's a lallapolooza! On *RCA Victor.*

Tuesday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	UNITED NATIONS' REPORT.		
2:00	4	UNITED NATIONS' REPORT.		
3:00	4	THE HOMEMAKERS' EXCHANGE.		
3:15	5	NEWS TELECAST.		
3:30	4	TV ALBUM.		
3:45	9	CHICAGOLAND NEWSREEL.		
4:00	4	MULTISCOPE NEWS.		
4:15	5	JUDY SPLINTERS, S. Dinsdale.		
4:30	5	HOWDY DOODY SHOW, Bob Smith.		
4:35	9	PLAN-A-ROOM, Paul McAllister.		
4:45	4	TV BILLBOARD.		
5:00	5	CACTUS JIM, western film.		
	9	SMALL FRY CLUB.		
5:15	4	COMIC CAPERS, magic and fun with Don, Vera, and Boo, the bunny.		
5:30	4	LUCKY PUP, Doris Brown m.c.		
	5	PET SHOP, Gail and Gay Compton.		
	9	TRAIL BLAZERS' THEATER, "Boothill Bandits."		
5:45	4	WRANGLERS' CLUB, Texas Bruce.		
6:00	4	TIME FOR BEANIE.		
	5	KUKLA, FRAN, AND OLLIE.		
6:15	4	CLARK'S CORNER, musical.		
6:30	4	CBS TELEVISION NEWS.		
	5	SHOWROOM, with Roberta Quinlan.		
	7	SERIAL, "Miracle Rider."		
	9	CATALOG QUIZ.		
6:45	4	WINDOW SHOPPING, Pat Banks.		
	5	NEWS CARAVAN.		
	7	UNCLE MISTLETOE relates the tales of Olio, Molio, and Rollo.		
	9	CHICAGOLAND NEWSREEL.		
6:55	4	HERB SHRINER SHOW (see pg. 20).		
7:00	4	FRONTIER THEATER, western film.		
	5	STAR THEATER, with Milton Berle, Phil Regan, Mary Small and Ed. Everett Horton.		
	7	FEATURE FILM, "Hollywood Mystery," with Frank Albertson and June Clyde.		
	9	COURT OF CURRENT ISSUES. Ideas on trial. Discussion group.		
8:00	4	HOBBY PARADE, celebrities' hobbies.		
	5	FIRESIDE THEATER, drama, "Sealed Orders," and "Battle Scene."		
	7	BEARS' QUARTERBACK CLUB.		
	9	THE O'NEILLS.		
8:30	4	SUSPENSE. "Morning Boat to Africa."		
	5	LIFE OF RILEY is really hectic.		
	7	FILM SHORTS.		
	9	WRESTLING from Midway Arena.		
9:00	4	CARDINAL TOUCHDOWN CLUB, with R. Elson and M. Goldberg and Cards-Rams game on films.		
	5	ORIGINAL AMATEUR HOUR.		
	7	TOMORROW'S CHAMPIONS, boxing with Wayne Griffin announcing.		
9:30	4	FILM SHORTS.		
10:00	4	ERNIE SIMON, the curbstone cutup.		
	5	THE WEATHERMAN, Clint Youle.		
10:10	5	CLIFTON UTLEY and the news.		
10:15	4	TO PEGGY, starring J. Shepherd.		
10:20	4	MURDER BEFORE MIDNIGHT. A continued story of which the viewers are asked questions.		
10:30	5	RESERVED FOR GARROWAY.		
10:35	5	BUT NOT FORGOTTEN.		
10:45	4	PIX OF THE NEWS.		
	7	FLANA-GRAMS, sports news.		
	9	CHICAGOLAND NEWSREEL.		
10:50	5	LET'S LOOK AT SPORTS.		
11:00	9	TV FORECAST.		

(Stations reserve the right to change above listings without notice)

Uncle Herbie For Children Only

ONE of our readers, A. R. Crandall of Chicago makes a suggestion which should make all our j.g. subscribers very happy—

Why not telecast more shows for children on Friday evenings, he asks? This is the one night most children receive permission from mom and dad to stay up a little later.

Your old friend, Uncle Herbie knows just what he means. Boxing and horse-racing have been taking up a good deal of time each Friday, hardly the thing for moppets who like Punch and Judy.

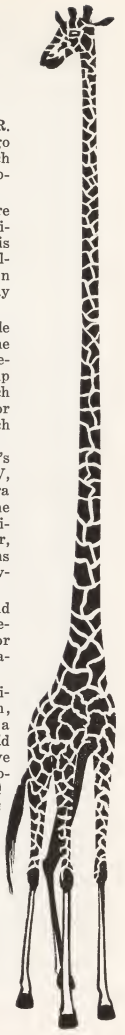
Look what's back! It's "Parade" on WENR-TV, channel 7. Don and Vera Ward head the show, one which was a favorite of Chicagoland children last year, and the Wards take turns introducing and interviewing juvenile talent.

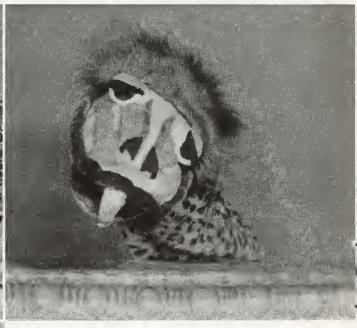
If you're between one and 15, and want to be a television star, have mom or dad contact American National Video production.

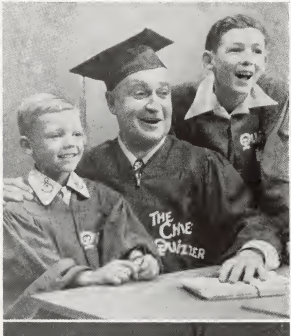
One of our favorite Chicago stars, Toni Gilman, started entertaining as a four-and-a-half-year-old vaudeville starlet. At five she had her own radio program, "Painted Dreams." A 11 she was a hit in "Let Fre dom Ring" on Broadway.

Now our child star is a mother of a two-year-old potential TV star, a daughter named Suzann.

Many, many thanks for your nice letters. Am trying to answer them as fast as I can.







TV Forec

What's Your F

THIS WEEK *TV Forecast* opens its first annual Awards Poll and invites its midwestern readers in Illinois, Wisconsin, Indiana, and Michigan to select the most outstanding shows in the categories listed on these pages.

With 1949 nearing its end, television fans now have an opportunity to rate the shows they see on their screen. It's easy, and can be lots of fun! Do it now.

By selecting the shows you enjoy the best you reflect your viewing preference to the television industry. Mail your letter to the Editor, *TV Forecast*, 185 North Wabash, Chicago 1, Ill., no later than December 25. Results will be an-

VOTE FOR YOUR F

My favorite
COMEDY SHOW is.....

My favorite
CHILDRENS' SHOW is.....

My favorite
QUIZ SHOW is.....

My favorite
MUSICAL PROGRAM is.....

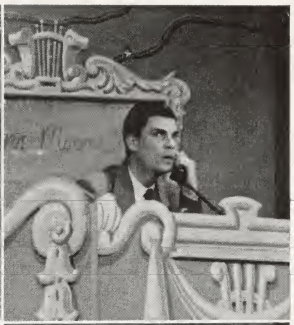
My favorite
WOMEN'S SHOW is.....

I think this year's BEST NEW program is.

I think the BEST PROGRAM on TV is...

I think the WORST PROGRAM on TV is..

Cut out this ballot and mail to TV For



cast Poll

avorite Show?

nounced in a January issue of this publication.

Recently TV audience ratings were taken in Chicago, Boston, New York, Baltimore, Buffalo, Cincinnati, Cleveland, Detroit, New Haven, Philadelphia, Schenectady, St. Louis, Toledo and Washington by Videodex. During the period of survey the estimated number of receivers in these cities was over two million.

Because the survey was taken when the maximum number of persons were viewing, not one children's show placed in the leading 15 telecasts. Top show

(*Continued on page* 17)

AVORITE PROGRAM

My favorite MYSTERY PROGRAM is.....
My favorite DRAMATIC SHOW is.....
My favorite AMATEUR SHOW is.....
My favorite EDUCATIONAL SHOW is.....
My favorite VARIETY SHOW is.....
.....
.....
.....

ecast, no later than December 25, 1949.

Wednesday

	WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	YOUR SECOND CUP (of coffee).		
10:00	4	UNITED NATIONS' REPORT.		
2:00	4	UNITED NATIONS' REPORT.		
3:00	4	THE HOMEMAKERS' EXCHANGE.		
3:15	5	NEWS TELECAST.		
3:30	4	TV ALBUM.		
3:45	9	CHICAGOLAND NEWSREEL.		
4:00	4	MULTISCOPE NEWS.		
	9	WOMEN'S MAGAZINE of the air.		
4:15	5	JUDY SPLINTERS and her alter ego Shirley Dinsdale.		
4:30	5	HOWDY DOODY SHOW, Bob Smith.		
	9	HEALTH TALKS, "So You've Broken a Hip."		
4:45	4	TV BILLBOARD.		
5:00	5	CACTUS JIM, western film.		
	9	SMALL FRY CLUB. Bob Emery presents cartoons and comics.		
5:15	4	COMIC CAPERS, Don and Vera Ward.		
5:30	4	LUCKY PUP, Bunnin puppets.		
	9	TRAIL BLAZERSS' THEATER, "Rock River Renegades."		
5:45	4	WRANGLERS' CLUB, Texas Bruce.		
6:00	4	TIME FOR BEANIE.		
	5	KUKLA, FRAN, AND OLLIE.		
6:15	4	CLARK'S CORNER, musical.		
6:30	4	CBS TELEVISION NEWS.		
	5	SHOWROOM with Morton Downey.		
	7	SERIAL, "Miracle Rider."		
	9	CATALOG QUIZ, Eddie Hubbard.		
6:45	4	EARL WRIGHTSON SHOW.		
	5	NEWS CARAVAN.		
	7	UNCLE MISTLETOE and Aunt Judy.		
	9	CHICAGOLAND NEWSREEL.		
7:00	4	ARTHUR GODFREY and his friends.		
	5	CRISIS, stories of ordinary people.		
	7	PHOTOPLAY TIME. Wendy Barrie and gossip about Hollywood.		
	9	THE TEMPTONES, with N. Wright.		
7:30	5	THE CLOCK, mystery drama.		
	7	PHOTO CRIME. Inspector Cobb solves another crime puzzle.		
	9	STOP, LOOK, AND LEARN.		
8:00	4	DUNNINGER SHOW with Paul Winchel and Jerry Mahoney.		
	5	KRAFT TELEVISION THEATER, "The Comedy of Errors," by Wm. Shakespeare.		
	7	AUTHOR MEETS THE CRITICS. Award for best work between 1/1/49 and 10/31/49. J. McCaffery, m.c.		
	9	THE WORLD IS YOURS travel film.		
8:15	9	FILM SHORTS.		
8:30	4	THIS WEEK IN SPORTS.		
	7	WRESTLING from Rainbo Arena.		
8:45	4	FILM SHORTS.		
9:00	4	TOURNAMENT of champs. Boxing.		
	5	BREAK THE BANK quiz show.		
	9	TREASURE HUNT. Contestants have a week for this scavenger hunt.		
9:30	5	TOP VIEW IN SPORTS, with Jim Evans and Howard Miller.		
	9	FOUR STAR TV THEATER, "Exile Express."		
9:45	5	JIM HURLBUT'S feature stories around and about Chicago.		
10:00	4	ERNIE SIMON, the curbstone cutup.		
	5	THE WEATHERMAN, Clint Youle.		
10:10	5	CLIFTON UTLEY and the news.		
10:15	4	MURDER BEFORE MIDNIGHT.		
10:30	5	RESERVED FOR GARROWAY.		
10:35	5	BUT NOT FORGOTTEN, Herb Mintz.		
10:40	4	PIX OF THE NEWS.		
10:45	9	CHICAGOLAND NEWSREEL.		
10:50	5	LET'S LOOK AT SPORTS.		
11:00	9	TV FORECAST.		

(Stations reserve the right to change above listings without notice)

GUEST COLUMNIST

Inside People, With Funt and Camera

By ALLEN FUNT

Let me tell you, the things that go into people's minds are wonderful. Capturing their words, their facial expressions, their gestures with my concealed "Candid Camera" is a tremendously satisfying job.

For one thing, all the unlikely situations I've cooked up and plunged perfect strangers into, prove that most people are honest, reasonably intelligent, and capable of guiding their own destinies, given half a fighting chance.

Like the man whose suit I was wearing. I was posing as a clerk in a dry cleaning store. When this man came in to pick his suit I told him it was lost, but actually I was wearing it. He turned out to be a man with a strong sense of justice.

I offered to pay for his "lost" suit out of my pocket. He rejected the offer. He didn't want to punish me for "my company's mistake." He resented my hints that his suit wasn't worth very much. He was irritated by the inefficiency that caused the "loss" of his suit. He snorted, waved his arms, hollered out loud with anger.

But the wonderful thing about it was that when I told him the whole thing was a gag, he broke into a big, good-natured grin. And when it finally dawned on him that I was wearing his suit, while we were arguing about it, he laughed out loud.

That's only one man, and one encounter, but I've made hundreds of such safaris into the human psyche with the "Candid Camera" and believe me, I have always found untold riches of intelligence, self respect and good horsesense that make me want to go back again, to chart the colorful country of the human mind.

Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
2:45	5	NEWS TELECAST.	
3:00	4	HOMEMAKERS' EXCHANGE.	
3:30	4	TV ALBUM.	
3:45	5	HI LADIES! Claud Kirchner, m.c.	
	9	CHICAGOLAND NEWSREEL.	
4:00	4	MULTISCOPE NEWS.	
	9	CHICAGO COOKS with B. Barkley.	
4:15	5	JUDY SPLINTERS—S. Dinsdale.	
4:30	5	HOWDY DOODY SHOW.	
	9	INDIVIDUALLY YOURS.	
4:45	4	TV BILLBOARD.	
	9	SILHOUETTES IN SONG.	
5:00	5	CACTUS JIM, western film.	
	9	SMALL FRY CLUB.	
5:15	4	COMIC CAPERS.	
5:30	4	LUCKY PUP.	
	9	CARSON'S CORRAL (see pg. 22).	
5:45	4	WRANGLER'S CLUB.	
	9	TRAIL BLAZER'S THEATER, "Saddle Mountain Roundup."	
6:00	4	TIME FOR BEANIE.	
	5	KUKLA, FRAN, AND OLLIE.	
6:15	4	CLARK'S CORNER, musical.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM with Roberta Quinlan.	
	7	SERIAL: "Miracle Rider."	
	9	CATALOG QUIZ.	
6:45	4	WINDOW SHOPPING, John Dunham.	
	5	NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	HERB SHRINER SHOW.	
7:00	4	FRONT PAGE. A story of a newspaper and the men behind it.	
	5	THE CHARMED CIRCLE. Norman Barry visits an American family each week.	
	7	STOP THE MUSIC. Bert Parks asks you to guess the "Mystery Tune."	
	9	TEMPTONES, with N. Wright.	
7:30	4	INSIDE U.S.A. with Peter Lind Hayes, m.c. Laraine Day, guest.	
	5	MARY KAY AND JOHNNY, comedy.	
	9	FILM VARIETIES.	
8:00	4	THE ED WYNN SHOW, variety.	
	5	KOLLEGE OF MUSICAL KNOWLEDGE, starring Kay Kyser and his clan with Ish Kabibble & Michael Douglas.	
	7	MYSTERY PLAYHOUSE. A spine tingler starring Boris Karloff, "The Shop at Sly Corner."	
	9	MOREY AMSTERDAM SHOW, variety.	
8:30	4	BET YOUR SHIRT.	
	7	THE RUGGLES, comedy with Chas. Ruggles and Irene Tedrow.	
	9	WRESTLING, from Madison AC.	
8:45	4	HOUR OF MYSTERY.	
9:00	5	MARTIN KANE, private eye, starring William Gargan as the detective.	
	7	ROLLER DERBY, Philadelphia vs. New Jersey, from Phila.	
9:30	5	WAYNE KING SHOW, musical variety with Nancy Evans, vocalist.	
10:00	4	ERNIE SIMON, the curbstone cutup.	
	5	THE WEATHERMAN, Clint Youle.	
10:10	5	CLIFTON UTLEY and the news.	
10:15	4	MURDER BEFORE MIDNIGHT.	
	7	FLANA-GRAMS, sports news.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	5	BUT NOT FORGOTTEN.	
10:40	4	PIX OF THE NEWS.	
10:45	9	CHICAGOLAND NEWSREEL.	
10:50	5	LET'S LOOK AT SPORTS.	
11:00	9	TV FORECAST.	

(Stations reserve the right to change above listings without notice)

You've a date... Thursday

"K" TV KNOCK OUTS

KYSER
Kay Kyser brings you an hour of music and fun on his COLLEGE OF MUSICAL KNOWLEDGE tonight at 8:00.

KANE
Mystery and suspense on MARTIN KANE, PRIVATE EYE at 9:00.

KING
Soothing melodies by WAYNE KING and his orchestra come your way at 9:30.

WNBQ CHICAGO CHANNEL 5

WLAV-TV CHANNEL 7, GRAND RAPIDS, MICHIGAN provides this page for the convenience of viewers in the Grand Rapids area

Saturday, December 3

2:30 Test Pattern.
3:00 FOOTBALL.
7:00 Test pattern.
7:15 FILM VARIETIES.
7:30 LONE RANGER.
8:00 PAUL WHITEMAN TEEN CLUB.
9:00 WHO SAID THAT?
9:30 NEWS AND EVENTS.
9:45 ROLLER DERBY.

Sunday, December 4

6:15 Test Pattern.
6:30 FILM VARIETIES.
6:45 TELECAST OF FASHION.
7:00 FILM VARIETIES.
7:30 THIS IS SHOW BUSINESS.
8:00 SUPPER CLUB.
8:30 THE LITTLE REVUE.
9:00 PHILCO PLAYHOUSE.
10:00 FILM VARIETIES.
10:30 YOUTH ON THE MARCH.

Monday, December 5

3:00 Test Pattern.
4:00 HOMEMAKERS' EXCHANGE.
5:45 Test Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 NEWS AND EVENTS.
7:55 TELETONE VARIETIES.
8:00 TELE THEATER.
8:30 FILM VARIETIES.
9:00 LIGHTS OUT.
9:30 FEATURE FILM.

Tuesday, December 6

3:00 Test Pattern.
4:00 HOME MAKERS' EXCHANGE.
5:45 Pest Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 NEWS AND EVENTS.
7:55 TELETONE VARIETIES.
8:00 FEATURE FILM.
9:00 FILM VARIETIES.
9:30 LIFE OF RILEY.
10:00 AMATEUR HOUR.

Wednesday, December 7

3:00 Test Pattern.
4:00 HOMEMAKERS' EXCHANGE.
5:45 Test Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 THE CLOCK.
8:00 ARTHUR GODFREY.
9:00 LOPEZ SPEAKING.
9:15 FILM VARIETIES.
9:30 WRESTLING.
10:00 BREAK THE BANK.
10:30 WRESTLING.

Thursday, December 8

3:00 Test Pattern.
4:00 HOMEMAKERS' EXCHANGE.
5:45 Test Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 NEWS AND EVENTS.
7:55 TELETONE VARIETIES.
8:00 STOP THE MUSIC.
9:00 To be announced.
10:00 BIG TEN FOOTBALL.

Friday, December 9

3:00 Test Pattern.
4:00 HOMEMAKERS' EXCHANGE.
5:45 Test Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 NEWS AND EVENTS.
7:55 TELETONE VARIETIES.
8:00 FILM VARIETIES.
8:30 BLIND DATE.
9:00 54TH STREET REVUE.
10:00 BOXING.

TV Forecast Poll

(*Continued from page* 13)

was Milton Berle's "Star Theater," a comedycast, with Ed Sullivan's variety-talent show, "Toast of the Town," a close second.

Third place was clinched by an amateur-type program with Arthur Godfrey; fourth place by a give-away, "Stop the Music." Experts agree the survey proved that Americans like to laugh, and that light entertainment with plenty of variety is the right mixture for a topnotch television show.

However, high on the list of the leading 15 shows, were dramatic shows, including Chevrolet on Broadway, Philco Playhouse, Fireside Theater, Studio One, Colgate Theater, the Goldbergs, Ford and Kraft Theaters.

The dramatic productions captured eight of the largest network audiences, while give-aways ran a poor third. Sporting events, particularly the Saturday afternoon football games, attracted the largest average number of male viewers per set, but were not able to break into the leading 15 shows.

Teen-agers showed a preference for Godfrey, Fireside Theater, Olsen and Johnson (now off the air), Stop the Music and Ford Theater.

Because viewing habits change constantly, and because the number of TV sets in these cities is increasing at a phenomenal rate, these figures have probably changed somewhat during the month of November and the early days of December.

That is why the editors of this magazine want you to participate in this Poll.

Further, if you now have a preference for a type of program not now seen on your screen, include it in your letter to *TV Forecast*. Results of this Poll will be issued to the ABC, NBC, CBS and DuMont television networks for their review and consideration.

Bowling Telecast

The ninth annual All-Star national individual match game bowling championships will be telecast during this week by WGN-TV. Channel 9 cameras will be set up in the bowling lanes of the N.W. Armory. The event is a Tribune charity, and will end Dec. 11.

WHO WILL BE MISS TAVERN PALE OF 1950

You are the judges

See this exciting new television beauty contest during the Wrestling matches from Madison Arena on Channel 9.

Myron Wallace, m.c.

Thursday, 8:30 p.m.

Sponsored by the Atlantic Brewing Co.

DUMONT

WTMJ-TV Program Schedule Channel 3

THE MILWAUKEE JOURNAL TELEVISION STATION

DECEMBER 3 through DECEMBER 9, 1949

SATURDAY, DECEMBER 3

4:00 MR. JAYCEE.
4:30 WILD WEST THEATER.
5:30 TELE-TALENT-TIME.
6:00 HUNTINGEN (CBS).
6:30 THE SPORTS PICTURE.
6:45 THE VIEWS OF SPORTS.
7:00 ARTHUR GODFREY (CBS).
8:00 BASKETBALL: MARQUETTE VS. WISCONSIN.
9:30 NEWS.
9:32 TOMORROW'S TELEVISION.

SUNDAY, DECEMBER 4

3:00 BIBLE STORIES.
3:15 MEET THE ARTIST.
3:30 YOU'RE THE JUDGE.
4:00 WAYNE KING (NBC).
4:30 SUPER CIRCUS (NBC).
5:00 SINGING LADY (ABC).
5:30 HIGH LIFE TIME.
6:00 PAUL WHITEMAN (ABC).
6:30 SHOW BUSINESS (CBS).
7:00 SUPPER CLUB (NBC).
7:30 COLGATE TV THEATER (NBC).
8:00 PHILCO TELE. PLAYHOUSE (NBC).
9:00 CELEBRITY TIME (ABC).
9:30 TELENEWS WEEKLY.
9:50 ROVING CAMERAS.
10:00 TOMORROW'S TELEVISION.

MONDAY, DECEMBER 5

5:00 SOMETHING TO DO.
5:30 ROAR OF THE RAILS (CBS).
5:45 VI AND JERRY WAGNER.
6:00 KUKLA FRAN AND OLLIE (NBC).
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN (NBC).
7:00 CHEV. TELE-THEATER (NBC).
7:30 VOICE OF FIRESTONE (NBC).
8:00 CANDID CAMERA (CBS).
8:30 THE GOLDBERGS (CBS).
9:00 THE QUIZ KIDS (NBC).
9:30 THE GRENADIERS.
10:30 NEWS.
10:32 TOMORROW'S TELEVISION.

TUESDAY, DECEMBER 6

5:00 TO BE ANNOUNCED.
5:30 YOUR LIBRARY STORY.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA FRAN AND OLLIE (NBC).
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN (NBC).
7:00 TEXACO STAR THEATER (NBC).
8:00 SILVER THEATER (CBS).
8:30 THE LIFE OF RILEY (NBC).
9:00 AMATEUR HOUR (NBC).
10:00 SQUARE DANCE JAMBOREE.
10:30 FILM: "PEGGY & JIM."
10:35 NEWS.
10:37 TOMORROW'S TELEVISION.

WEDNESDAY, DECEMBER 7

5:00 SOMETHING TO DO.
5:30 MUSEUM EXPLORERS CLUB.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA FRAN AND OLLIE (NBC).
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN (NBC).
7:00 ARTHUR GODFREY (CBS).
8:00 KRAFT TV THEATER (NBC).
9:00 BREAK THE BANK (NBC).
9:30 SALUTE TO WISCONSIN.
10:00 GUESSING GAME.
10:30 FILM: "PEGGY & JIM."
10:35 NEWS.
10:37 TOMORROW'S TELEVISION.

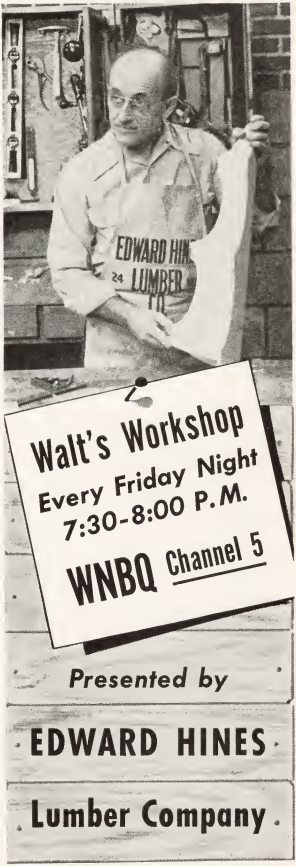
THURSDAY, DECEMBER 8

5:00 TO BE ANNOUNCED.
5:30 LUCKY PUP (CBS).
5:45 VI AND JERRY WAGNER.
6:00 KUKLA FRAN AND OLLIE (NBC).
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN (NBC).
7:00 STOP THE MUSIC (ABC).
8:00 KAY KYSER (NBC).
9:00 PRIVATE EYE (NBC).
9:30 WRESTLING.
10:55 NEWS.
10:57 TOMORROW'S TELEVISION.

FRIDAY, DECEMBER 9

5:00 SOMETHING TO DO.
5:30 LITTLE AMATEURS.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA FRAN AND OLLIE (NBC).
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN.
7:00 "MAMA" (CBS).
7:30 ED WYNN SHOW (CBS).
8:00 VERSATILE VARIETIES (NBC).
8:30 BIG STORY (NBC).
9:00 PRO BOXING (NBC).
9:40 GREATEST FIGHTS (NBC).
9:55 SPORTS HIGHLIGHTS (NBC).
10:00 GAY RANCHEROS.
10:30 ROLLER DERBY (ABC).
11:15 NEWS.
11:17 TOMORROW'S TELEVISION.

Watch Walt!



Friday

WBKB 4		WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	SHOPPING'S FUN.		
3:00	4	THE HOMEMAKERS' EXCHANGE.		
3:15	5	NEWS TELECAST.		
3:30	4	TV ALBUM, ticker tape news.		
3:45	9	CHICAGOLAND NEWSREEL.		
4:00	4	MULTISCOPE NEWS.		
	9	WOMEN'S MAGAZINE of the air.		
4:15	5	JUDY SPLINTERS—S. Dinsdale.		
4:30	5	HOWDY DOODY SHOW, Bob Smith.		
	9	FILM VARIETIES.		
4:45	4	TV BILLBOARD.		
	9	SILHOUETTES IN SONG.		
5:00	5	CACTUS JIM, western film.		
	9	SMALL FRY CLUB.		
5:15	4	COMIC CAPERS.		
5:30	4	LUCKY PUP.		
	9	FAIRTEEN CLUB. Carol Lee, m.c.		
5:45	4	WRANGLER'S CLUB, Texas Bruce.		
6:00	4	TIME FOR BEANIE.		
	5	KUKLA, FRAN, AND OLLIE.		
	9	TRAIL BLAZERS' THEATER. "Rainbo Riders."		
6:15	4	CLARK'S CORNER, musical.		
6:30	4	CBS TELEVISION NEWS.		
	5	SHOWROOM, with Morton Downey.		
	7	MR. MAGIC AND CARROTS.		
	9	CATALOG QUIZ—Eddie Hubbard.		
6:45	4	WINDOW SHOPPING—Pat Banks.		
	5	NEWS CARAVAN.		
	7	UNCLE MISTLETOE and Aunt Judy.		
	9	CHICAGOLAND NEWSREEL.		
6:55	4	HERB SHRINER SHOW.		
7:00	4	MAMA, domestic comedy show.		
	5	ONE MAN'S FAMILY, domestic comedy dealing with the modern youth.		
	7	NATIONAL PRO HIGHLIGHTS.		
	9	CARTUNE-O, musical quiz.		
7:30	4	MAN AGAINST CRIME, starring Ralph Bellamy as the sleuth.		
←	5	WALT'S WORKSHOP. Walter Durbahn shows you how to build it.		
	7	To be announced.		
8:00	4	54TH STREET REVUE with Al Bernie emcee.		
	5	VERSATILE VARIETIES. Harold Barry m.c. with Mantan Moreland, Johnny Garner and the 3 Hearts.		
	7	HOLLYWOOD SCREEN TEST.		
	9	THE WORLD IS YOURS, travel film.		
8:15	9	FILM VARIETIES.		
8:30	5	BIG STORY.		
	7	FUN FOR THE MONEY, quiz show.		
9:00	4	PEOPLES' PLATFORM, discussion.		
	5	BOXING BOUTS, Jake LaMotta vs. Robert Villemain—10 rds. mdlwt.		
	7	TO JIM, with Jeanne Shepherd.		
	9	AMATEUR BOXING from Madison.		
9:05	7	OUR GAL TONI.		
9:30	4	MIDWEST VIEWPOINT.		
9:45	4	TRAVEL TIME.		
	5	GREATEST FIGHTS OF THE CENTURY, Dempsey vs. Firpo.		
9:55	5	SPORTS HIGHLIGHTS.		
10:00	4	ERNIE SIMON, the curbstone cutup.		
	5	TOUCHDOWN TIPS.		
	7	FLANA-GRAMS, sports news.		
10:15	4	WRESTLING FROM HOLLYWOOD. Westcoast glamour boys perform. →		
10:30	5	RESERVED FOR GARROWAY.		
10:35	5	THE WEATHERMAN.		
10:45	5	BUT NOT FORGOTTEN.		
	9	CHICAGOLAND NEWSREEL.		
11:00	4	PIX OF THE NEWS.		
	5	LET'S LOOK AT SPORTS.		
	9	TV FORECAST.		

(Stations reserve the right to change above listings without notice)

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with commentator RUSS DAVIS

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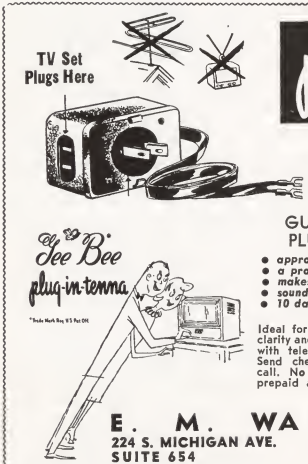
It's a tough job, claims Leo Lederer, shown on this page with a chorus of lovelies, all of whom were voted as Miss Tavern Pale of the Week during the contest conducted by W. B. Doner.

Already a new contest is underway, seeking the Queen for 1950. Also sponsored by the Atlantic Brewing company, the telecast will continue to be during the regular Thursday night wrestling match intermissions, on WGN-TV, channel 9.

LEO LEDERER SHOWN WITH TV QUEENS



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Fun for the family

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